



Clarity First: How Smart Leaders and Organizations Achieve Outstanding Performance

Karen Martin

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Award-winning business performance improvement and Lean management expert Karen Martin shows today's leaders how to eliminate ambiguity, and embrace transparency, truth, and tenacity to optimize performance at every level.

Throughout her global consulting work, popular book tours, keynote speeches, and work with thousands of leaders and improvement leaders, Karen has been hearing the same questions: How can we achieve our organization's performance goals more easily? How can we align the organization around a single strategy? How can we, as leaders, provide better context and establish a clear call to action? The answer is Clarity First, a practical and powerful approach to operating a business in a way that eliminates the ambiguity and confusion that reduces productivity, harms the customer experience, and gets in the way of an organization's success. (or that makes work more difficult than it needs to be, creates a poorer customer experience, and hurts the bottom line.

With simple but sharp-focused clarity, Martin shines a much-needed light on the most common business management and leadership problems that can hamper performance, offering specific solutions and field-tested strategies that can dramatically improve your operations and overall performance. Leaders will learn how to gain the clarity they need to make better decisions and lead more effectively, and how to be more direct, decisive, and purposeful when communicating so that their teams will be more clearly inspired to follow their lead. When it comes to achieving organizational excellence, every great leader needs *Clarity First*.

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